



Tobacco Free Futures to become Healthier Futures on 31 March 2016

Short FAQ

Can you summarise what is happening?

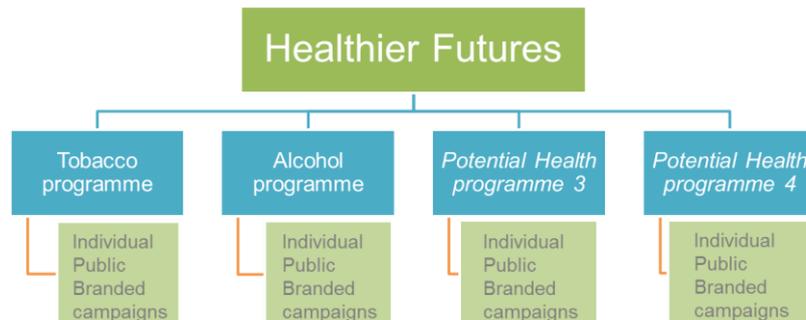
As of 31 March 2016, Healthier Futures is the new name for Tobacco Free Futures. We are now taking on responsibility to tackle a range of health issues, in addition to tobacco. Our new mission is to help people live longer, healthier, happier lives.

Why are you changing your name?

The face of public health is changing, with a shift towards more integrated approaches to tackling public health issues. We are evolving to meet this change. Our current name doesn't accurately reflect what we do, which already includes work in reducing alcohol harms. It is confusing for our audiences and limits our ability to deliver world-class health improvement programmes in new areas of work.

How will the new branding structure work?

After careful analysis we have decided to develop a single brand to embody and lead the evolution of TFF from a business that deals solely with tobacco to one that now addresses wider public health and wellbeing.



How will this affect me?

For existing contracts we will still deliver professional, award-winning quality services we always have. Our experience of tackling tobacco is allowing us to grow and make a quality contribution with existing partners to the alcohol agenda. Our new 'integrated' approach will mean we can deliver our expertise by addressing several issues together.

Do you really need to change?

To continue to grow and adapt as a social enterprise we must match the needs of our commissioners. Without a change in name, it would be confusing and inaccurate for us to operate, and the organisation would not work efficiently. Aside from professional design advice and a new website the re-brand has been carried out inhouse to keep costs to a minimum. Materials have been re-cycled where possible.

Is this a new company?

No. Legally Tobacco Free Futures is only changing the name of the existing company. This means that from now on legal documents must reference Healthier Futures CIC, and payments must be made to Healthier Futures CIC.

Have any other company details changed?

No, our company registration number, Board of Directors and other key company information remain unchanged. As a separate and unrelated development, we have been required by our landlord to vacate our offices, and will be relocating later in the spring. We will confirm details once these are available.